



Courage • Compassion • Connection • Commitment

E4C, one of Edmonton's oldest and most respected social service agencies, is seeking a dedicated professional eager to join our team. This is an excellent opportunity for a gifted professional to make a significant difference to people, helping and supporting individuals and the community in undergoing positive change and increasing capacity.

Fund Development/Communications Associate

Business Services

Job Purpose

The Fund Development and Communications Associate will work in a team environment, collaborating with the Fund Development and Communications team in the planning, development and implementation of integrated marketing, communication and publication initiatives. These initiatives will support E4C objectives as well as ensure continuity and quality production of information and materials in promoting and building the public image of E4C.

Duties and Responsibilities

Under the support and direction of the Fund Development and Communications Manager, the Fund Development and Communications Associates will have a wide range of duties and assignments including:

- Working with the Fund Development and Communication Manager on marketing, public relations and other initiatives to increase the community and public presence of E4C and its programs;
- Researching and developing initiatives for promotional materials;
- Working with the media to promote E4C, its programs and fundraising events;
- Assisting in event coordination and developing promotional materials as needed;
- Attending selected fundraising events and public events as required.

Work of the Fund Development and Communications team will be divided into several key areas and will be assigned according to work load and skill set.

Media, Public Relations and Marketing

- Maintaining a current media list and working on relationships within the media;
- Fielding multiple inquiries from print and broadcast reporters, directing them to the appropriate resources and arranging interviews with the appropriate E4C representatives;
- Planning and executing press conferences other media events held by the E4C;
- Working with a range of stakeholders (donors, colleagues, suppliers, and partner organizations, etc.) to build E4C public image and fund raising opportunities;
- Developing and maintaining media training for E4C Leadership personnel, including supporting and guiding Agency Leaders in media enquiries;

- Working with the Fund Development and Communications Assistant to manage the donor and contact database, using it to report corporate, private and foundation revenue.

Fund Development

- Working with current and new donors to create fundraising opportunities;
- Working with third parties to coordinate events, campaigns and donations so that E4C is properly promoted and represented;
- Working with corporations and individuals to ensure proper recognition and credit;
- Working with E4C's programs to assess fund development needs and working with them to meet their annual goals;
- Working with E4C's programs to support them in fund development initiatives;
- Analyzing current donors to determine gift patterns and assessing whether they are maximizing their giving potential;
- Working on initiatives such as planned giving, corporate campaigns and other special fund development plans.

E4C Corporate Communications

- Creating various communications/marketing tools and publications for E4C such as newsletters, annual reports, brochures, advertising materials, etc. maintaining key messaging and corporate look;
- Developing corporate advertising to reflect the scope of the work E4C does;
- Arranging for the effective distribution E4C corporate publications such as Envoy, Good Works and the Annual Report;
- Developing, updating and managing other information sources such as the agency web site;
- Working with the Fund Development and Communications team to develop strategy around social media;
- Making the final decision around E4C corporate communications.

E4C Program Communications

- Working with program and divisional managers to develop logos and image to reflect both the program and E4C;
- Working with program and divisional managers to develop content for any promotional material, maintaining corporate style, brand and look;
- Creating various communications/marketing tools and publications for E4C's programs such as newsletters, annual reports, brochures, advertising materials, etc. promoting each program while maintaining key messaging and E4C corporate look;
- Working with program managers on special events, planning, promotion in order to help them meet their fund raising goals;
- Making the final decision with regards to any promotional material.

Special Projects and Event Planning

- Working as a team to plan events such as the Annual Meeting, fundraising events, planned giving events, donor appreciation etc.

Qualifications

- Minimum of 2 years of directly related experience.
- Be an active team member, focused on team goals.
- Excellent written and verbal communications skills required.

- Excellent organizational skills and the ability to handle multiple tasks.
- Strong initiative, the ability to work independently, and ability to meet deadlines are essential.
- Knowledge of Adobe products with experience in graphic design and printing requirements is required.
- Ability to work effectively with people from diverse backgrounds including staff, consultants, board members, foundations, donors, business leaders, etc.
- Sensitivity to service users conditions and abilities

Working Conditions

This is a full-time position, 40 hours per week, which includes some evening and weekend work. A driver's license and a vehicle is required for this position.

Salary Scale

Starting: To be determined/dependant on experience

Please submit your résumé to:

E-mail: hr@e4calberta.org

Fax: 780.425.5911

We thank all applicants for their interest, however, only those selected for an interview will be contacted.